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BUSINESS
Business
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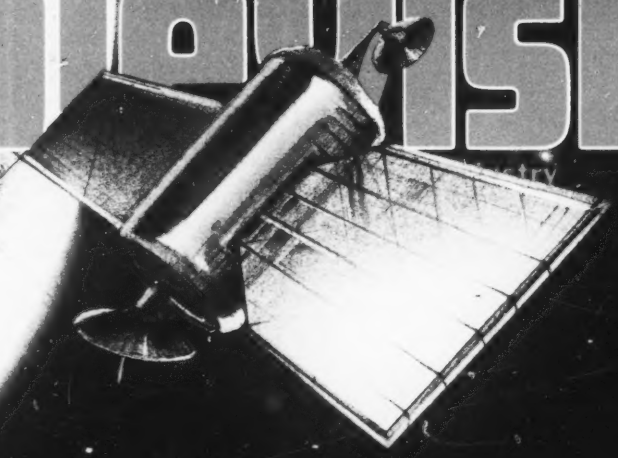
The news and features [illegible]stry

July 16, 1984



Dark clouds over DBS?

CableVision

This Week in Cable, pages 15-19

July 16, 1984, Volume 9, Number 46

4103 SUFFERS SETBACKS

FCC pulls its support of H.R. 4103 and is expected to validate its decision pre-empting local regulation of cable rates.

STORER, TIMES MIRROR SWAP OUT

Storer and Times Mirror swap four systems each and eliminate an overbuild situation in the process.

CCTA VOTE STIRS CONTROVERSY

In a close vote, the California Cable TV Association voted to oppose passage of H.R. 4103, the cable deregulation bill. Some CCTA members charged that the vote would have been reversed if more members were in attendance.

SEVEN VIE FOR PHILLY

Philadephia receives bids from seven companies to wire the city's four franchise areas, with four of the bidders proposing to offer the minimum of 72 channels via a single cable.

FCC STRIKES DOWN MIAMI FEES

The Federal Communications Commission has ruled that a series of fees assessed by Miami city officials to Miami Cablevision, totaling millions of dollars, are invalid. Correspondent Bill Gjebre provides details.

PROGRAMMING 20

A number of regional sports services and one pay-per-view enterprise have activated plans to acquire live college football games this fall, on the heels of the Supreme Court's recent NCAA antitrust decision. Also, the verbal battle continues between Turner Broadcasting and Gillcable over Gill's decision to switch out WTBS in favor of its own ad-supported classic movie channel. Robert DiMatteo reviews HBO's July Premiere Film, *Draw!*.

MARKETING/ADVERTISING 26

Publicity and mystery continue to surround the exclusive deals MTV claims to have made with four as-yet-unnamed record companies. The controversial arrangement has many in the record and cable industries up in arms, while officials from competing music video programs seem unconcerned that the apparent MTV/record company contracts will impact greatly on their shows—or on advertisers' support.

BUSINESS 43

Broadcast stereo television will soon become available. But for many cable subscribers, stereo reception could turn out to be either poor or non-existent.

GOVERNMENT & LAW 50

Comments from lawmakers made during H.R. 4103 vote reveal both a spirited defense of constitutional questions and heavy infighting for constituent protections.

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About the cover

Direct broadcast systems struggle for a place in the communications universe in cover artist David Ewell's illustration.

Pages 27-42 PLUS

Storm clouds over DBS

In the midst of birth pains and rampant trade speculation, the fate of the fledging DBS industry seems to be less and less of a sure thing. Analysts and players review the potential and profitability of cable's newest competitor in Associate Editor Sally Russell's article. Also, Senior Editor Fred Dawson explores financing opportunities for upgrades and rebuilds.

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BPA

Cable services subscriber count

Satellite-fed national service

Basic service	Affiliates	Subscribers	% change in subs from 4/30	
American Christian Television Systems (ACTS)	79	1,200,000	+20.0	
Arts and Entertainment	1,500	10,500,000	+5.0	
Black Entertainment Television (BET)	332	6,664,604	+4.0	
Cable News Network (CNN)	4,907	26,816,000	+3.2	
CNN Headline News	1,225	11,200,000	+2.8	
C-SPAN	1,500	18,000,000	+5.9	
CBN Cable Network	4,497	23,000,000	NC	
Country Music Television	165	4,100,000	NA	4/84
Entertainment & Sports Programming Network (ESPN)	7,394	32,700,000	NA	
Eternal Word Television Network (EWTN)	161	2,406,000	+.25	
Financial News Network (FNN)	1,000	16,750,000	+4.0	
The Learning Channel	523	4,617,840	+2.6	
Lifetime	1,914	19,611,422	+5.4	
Modern Satellite Network (MSN)	558	10,139,000	+4.5	
Music Television (MTV)	2,470	21,800,000	+13.0	
The Nashville Network (TNN)	2,000	15,900,000	NC	
National Christian Network (NCN)	95	1,200,000	NC	
National Jewish Television (NJTV)	196	4,050,500	+13.5	
Nickelodeon[2]	3,250	19,300,000	+4.9	
Prime of Life	NA	NA	NA	
PTL Satellite Network	1,000	10,100,000	NC	
Satellite Program Network (SPN)	500	11,217,000	+5.7	
Silent Network	206	6,300,000	+3.2	
SIN Television Network[3]	251	28,068,100	NC	
Trinity Broadcasting Network	353	4,179,000	+3.0	
USA Network	4,000	24,300,000	+5.7	
The Weather Channel	1,260	12,800,000	+8.5	
WGN-TV	5,557	13,896,[illegible]3	+1.5	
WOR-TV	1,009	4,639,846	+.75	
WPIX-TV	152	885,000	NC	
WTBS-TV	6,480	31,600,000	+7.7	
Pay service				
Bravo	147	225,000	+5.6	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,712	1,132,389	+23.6	
GalaVision	200	130,000	NC	
Home Box Office (HBO)	5,500	13,500,000	NC	
Home Theater Network (HTN)	400	275,000	NA	4/84
The Movie Channel (TMC)	2,750	3,100,000	NC	
The Playboy Channel	437	700,000	+2.3	
Showtime	3,000	5,400,000	NC	
Audio service				
Cable Jazz Network	6	25,800	NC	
Lifestyle	174	2,500,000	NC	
Love Sounds	5	20,000	NC	
Moody Bible Institute	33	511,379	+2.2	
Nice and Easy	10	40,115	NC	
Satellite Jazz Network	13	850,000	+6.2	
Satellite Radio Network	50	400,000	NA	4/84
SCAN	34	163,000	NA	4/84
Starship Stereo	NA	NA	NA	
WFMT	154	994,978	+4.7	
Text service				
AP News Cable	400	4,700,000	NC	
Dow Jones Cable News	165	2,225,000	+17.1	
Electronic Program Guide (EPG)	159	3,019,340	+4.0	
Genesis Storytime	12	175,000	-36.0	
Reuters News View	350	4,100,000	NC	

Non-satellite-fed national service

Bicycled service				
The CableShop	11	250,000	NC	
Fuji Network	7	3,630	5.6	
Nippon Golden Network	5	8,105	NA	3/84
The Pleasure Channel	10	12,500	NC	
Vector Consumer News	12	300,000	NC	
Vector Consumer Shopping Guide	16	490,000	+8.9	

Regional entertainment service

Regional service	Affiliates	Subscribers	% change in subs from 4/30	
Atlanta Interfaith	7	128,000	+1.6	
Bay Area Religious Channel (BARC)	5	107,000	+1.9	
Buffalo Sabres Hockey	13	450,000	NA	4/84
Home Sports Entertainment—Dallas	NA	NA	NA	
Home Sports Entertainment—Houston	15	20,000	NA	4/84
Home Team Sports	12	20,020	NA	
KTVT	NA	NA	NA	
Life Newsvision	24	35,000	+212.5	
Madison Square Garden	52	1,630,000	NC	
Meadows Racing Network	19	275,000	NA	4/84
MetroChannel	4	109,141	NC	
New England Sports	NA	NA	NA	
Newsday Cable	1	228,000	NA	4/84
PRISM-Philadelphia	90	375,000	+4.4	
Pro-Am Sports	30	12,000	+140.0	
Sonics Superchannel	10	25,000	NC	
SportsChannel (New England)	43	55,500	-2.6	
SportsChannel (New York)	37	465,000	+30.3	
Sports Time	110	40,000	NA	
SportsVision	19	33,000	+37.5	
Sportsvue Network	22	18,500	+8.6	
Texas Cable Network	9	554,850	+1.4	
Video Music Channel	24	267,804	NC	
Z-Channel	21	95,655	NC	

Announced service

Non-satellite-fed service	Expected launch
The Games Network	TBA
Regional service	
Box Seat	Summer 1984
Satellite-fed service	
Almi Group Network	TBA
The Aloha Network	TBA
American Movie Classics	4th quarter 1984
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The CableShop	1/85
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	TBA
The Community Channel	TBA
Computer Radio	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	10/84
Magicable	TBA
M-Net	TBA
More Time	4th quarter 1984
National Jazz Network	4th quarter 1984
The Nostalgia Channel	TBA
The Nostalgia Network	TBA
Pacific Cable	8/84
The Pleasure Channel	4th quarter 1984
The Professional Education Network	9/84
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The UN Channel	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 3/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1]as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request.
[2]as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request.
[3]Total SIN reach. Spanish speaking households: 3,368,300.

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during June 1984.

BET
Amtrax (N)
Anheuser-Busch (R)
Avon (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
RCA Records (N)
Sears (R)
Thompson Medical (R)
Universal Pictures (R)
U.S. Marines (R)
U.S. Treasury Dept. (N)
Wrigley's (R)

CNN[1]
Admiral (R)
American Express (R)
American Home Products (R)
Apple Computer (R)
Ashton-Tate (N)
Benihana (N)
Bristol Myers(R)
Chevrolet (R)
Disney Co. (N)
Eastern Airlines (R)
Family Circle Magazine (R)
Federal Express (N)
Ford Motor Co. (R)
General Foods (R)
Honda (R)
J.G. Durand (R)
Kelloggs (R)
Kikkoman International (R)
K-Mart (R)
KLM Airlines (N)
Mazda Motors (N)
Nabisco (R)
Olivetti (N)
Paine Webber (R)
Paul Masson Wines (R)
Procter & Gamble (R)
Prudential-Bache Securities (R)
Publishers Clearing House (R)
Runner's World Magazine (N)
Sears (R)
Sonny's Barbeque (N)
Thomas J. Lipton (R)
Time-Life (R)
Toshiba (N)
Toyota (R)
20/20 Eye Drops (R)

CNN Headline News[2]
Allstate Insurance (R)
Apple Computers (R)
Colonial Penn (R)
Combe Inc. (R)
Dow Jones (R)
Family Circle Magazine (N)
General Electric (R)
Gulf Oil Corp. (R)
J.D. Durand (R)
Jeffery Martini (R)
Kelloggs (R)
KLM Airlines (N)
MO Hickorey Corp. (R)
National Republican Committee (R)
Nestles (R)
Procter & Gamble (R)
Richardson-Zick (R)
Speed Queen (R)
Tender Corp. (N)
Time-Life (R)
Toshiba (N)
Toyota (R)
20/20 Eye Drops (R)
Urban General (R)
Visa USA (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Merrill Lynch (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab (R)
Wall Street Journal (R)

FNN
Air Florida (R)
American Airlines (R)
Avis (R)
Buick (R)
BMW (N)
Campbell Corp. (N)
Clayton Brown (R)
Chevrolet (N)
Chrysler (R)
Dean Witter (R)
Ford Corp. (R)
GMAC (R)
Goodyear (N)
Hyatt Hotel (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Micro Age (N)
Minolta Copiers (R)
Mr. Coffee (N)
Northwest Mutual (N)
Northwest Orient (R)
Paine Webber (N)
Prudential-Bache (R)
Purex (R)
Quasar TV (N)
Ramada Inn (R)
Sears Financial Network (N)
Shearson/American Express (N)
Sperry (R)
W.R. Grace (N)

MSN[3]
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television
Bank Hapoalim (N)
Coleco (N)
Crazy Eddie Stores (N)
Goody Products (N)
Hertz (N)
Jerusalem Post (N)
Sheraton Hotels (N)

Weather Channel
American Home Products (N)
American Motors Corp. (R)
Anco Wiper Blades (R)
Armour Dial (R)
AT&T Communications (N)
Borden (N)
California Tree Fruit Agreement (R)
Carter-Wallace (N)
Champion Spark Plugs (R)
Clorox (N)
Emerson Electric (R)
G.D. Searle (R)
Hyatt Hotels (R)
J.C. Penney (R)
Kraft Foods (R)
Phillips Petroleum (R)
Prudential-Bache (R)
Quaker Oats (R)
Ralston Purina (R)
Sears Portrait (R)
Thomas J. Lipton (R)

WTBS[4]
Air Force Reserve (N)
Alberto (R)
Allstate (R)
American Cynamide (R)
American Express (R)
American Home Products (R)
Urban General (R)
Champion (R)
Coca-Cola USA (R)
Dodge (R)
Duracell (R)
Emery (R)
Fayva (R)
Frito Lay (R)
General Foods (R)
General Mills (R)
Gulf Oil Corp. (R)
IBM Corp. (R)
Jeffery Martin Inc. (R)
Kelloggs (R)
Kentucky Fried Chicken (R)
Levi Strauss (R)
Nabisco (R)
Procter & Gamble (R)
Thomas J. Lipton (R)
United Parcel (R)

R denotes renewal client.
N denotes new client.
Approximate number of advertisers for June 1984 [1] 150 clients. [2] 36 clients. [3] 72 clients. [4] 250 clients.
Source: Advertising clients are provided by the programs services to Titsch Communications Inc.